

Virginia Statewide Impaired Driving Survey



Methodology



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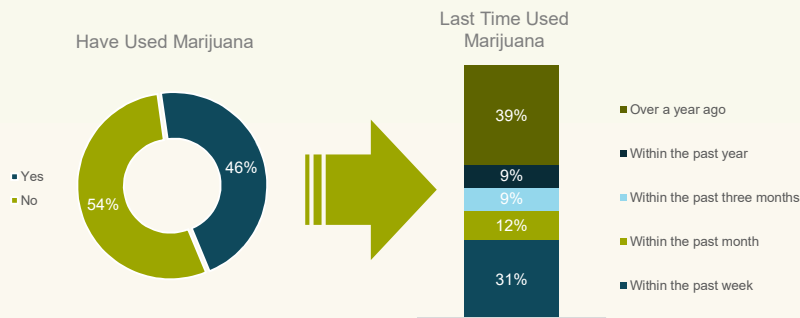
- Stratacomm conducted an online survey from August 26 to September 4, 2022.
- 783 Virginia residents aged 16 or older with a driver's license were surveyed.
- SSRS was used to manage data collection and process, clean and weigh the collected data.
- Data were weighted to be representative of Virginia residents who are 16 and older and have a driver's license.



Marijuana Usage

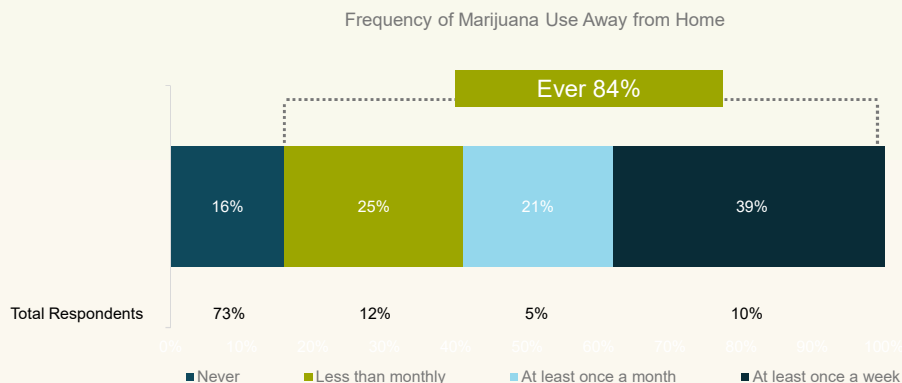


Nearly half of Virginians (46%) have used marijuana. Of those users, three in ten (31%) have used the drug within the past week.



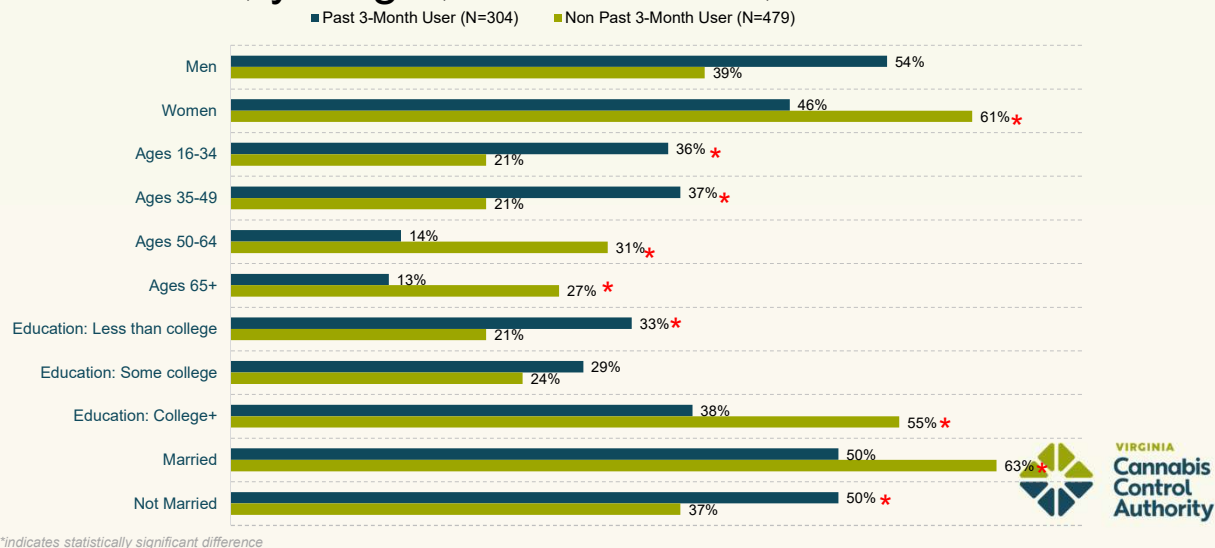
Q8. Have you ever used marijuana, in any form, for medical or recreational purposes? Base: Total Respondents (n=783)
Q8a. When was the last time you used marijuana? Base: Marijuana Users (n=468)

Nearly four in ten marijuana users use away from home at least once a week.

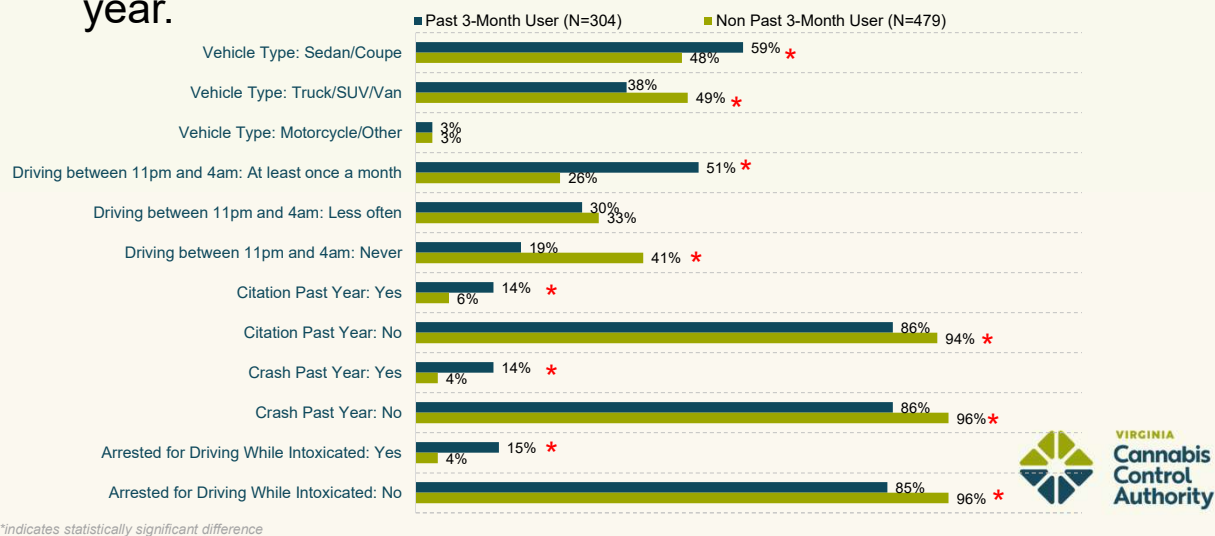


Q10. How often do you use marijuana away from home? Base: Past 3 Months Marijuana Users (n=304), Total Respondents (n=783)

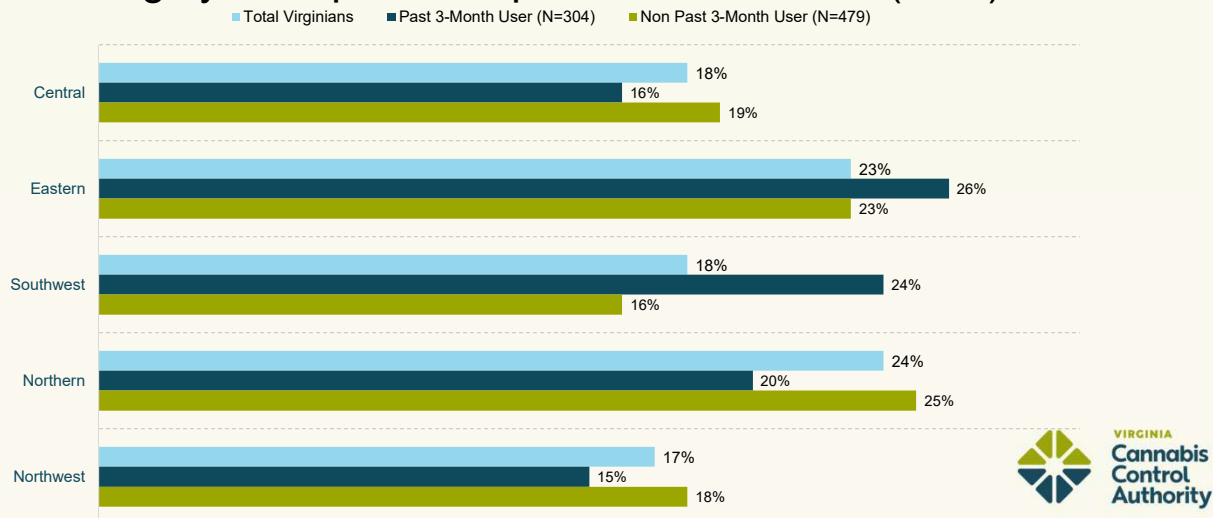
Past 3-month marijuana users are more likely to be men, younger, less educated, and unmarried.



Past 3-month marijuana users are more likely to drive between 11pm and 4am, received a citation, been in a car crash, and be arrested while intoxicated in the past year.



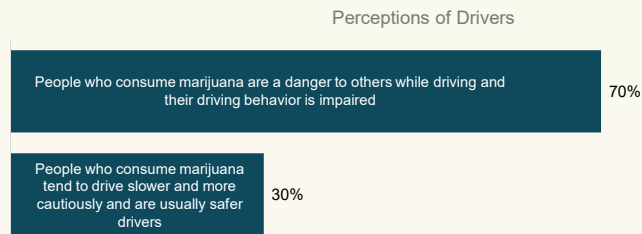
Even though the Southwest population represents a smaller slice of the overall population, it accounts for roughly one-quarter of past 3-month users (24%).



Marijuana & Driving

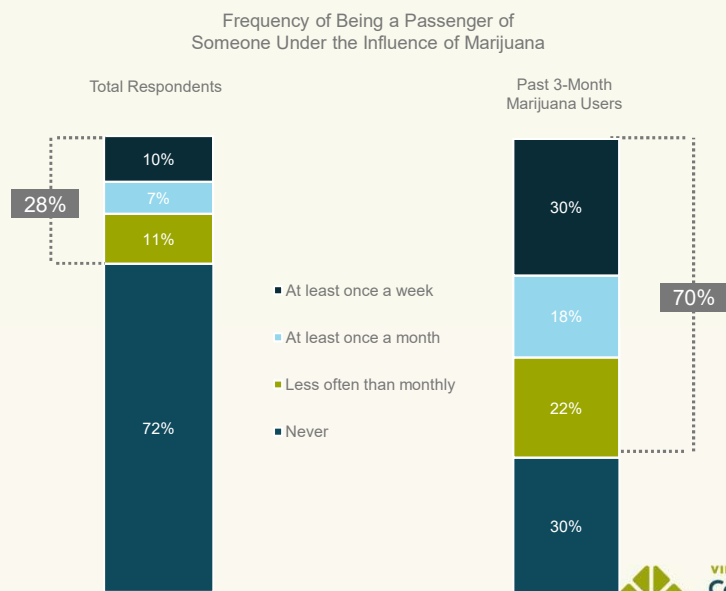


Almost one-third (30%) of Virginians believe those who consume marijuana are usually safer drivers.



Q14. Which of the following statements comes closest to your view (even if neither is exactly right)? Base: Total Respondents (n=783)

More than one-quarter (28%) of all Virginians admit to having previously been a passenger in a car driven by someone under the influence of marijuana.

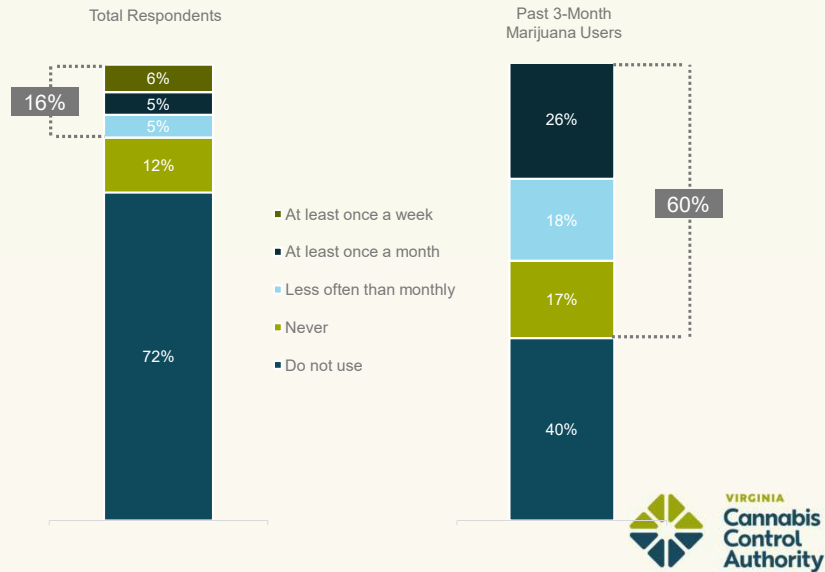


Q18. In the past year, how often have you been a passenger in a vehicle driven by someone after that person used marijuana? Base: Total Respondents (n=783)

Q18. In the past year, how often have you been a passenger in a vehicle driven by someone after that person used marijuana? Base: Past 3-Month Marijuana Users (n=304)

More than one-quarter (26%) of past 3-month users drive under the influence of marijuana at least once a week.

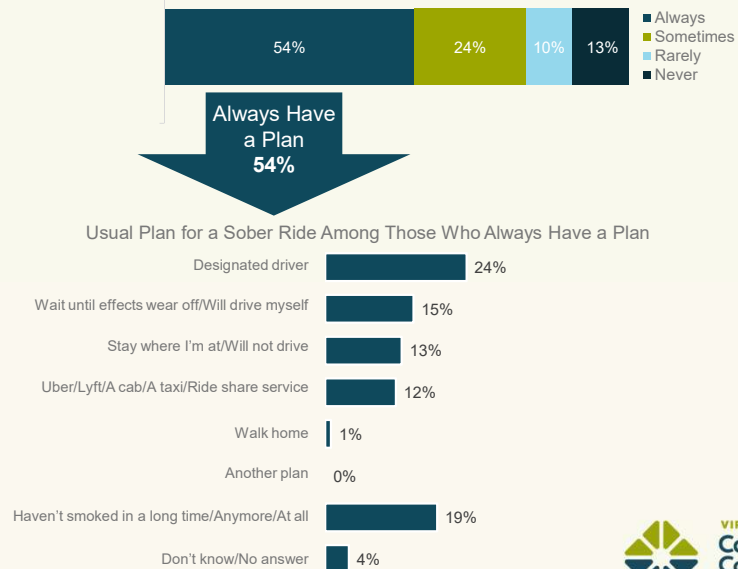
Frequency of Driving Under the Influence of Marijuana



Q19. In the past year, how often have you driven after using marijuana (within a few hours of use)? Base: Total Respondents (n=783)
 Q19. In the past year, how often have you driven after using marijuana (within a few hours of use)? Base: Past 3-Month Marijuana Users (n=304)

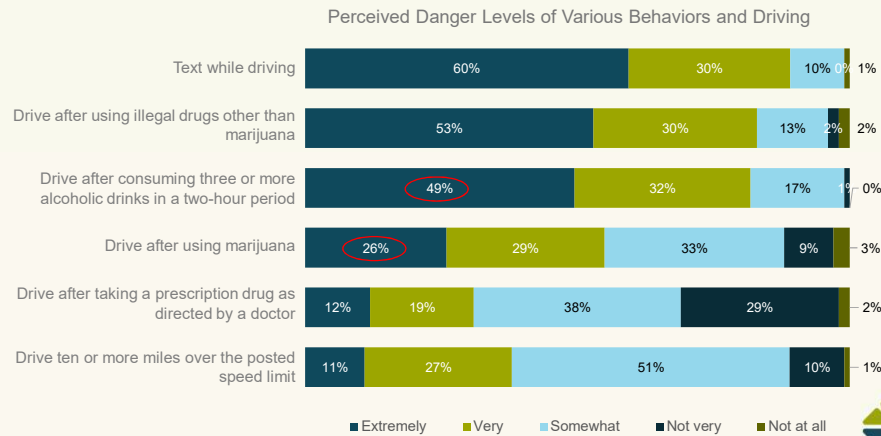
While just over half (54%) of users claim they always have a sober ride plan, about a quarter (23%) say they rarely or never have a plan.

Plan for a Sober Ride – Among All Marijuana Users



Q16. Prior to using marijuana, how often do you have a plan for a sober ride to drive you? Base: Marijuana Users (n=468)
 Q17. Please describe your usual plan for a sober ride after using marijuana. Base: Marijuana Users (n=468)

Virginians who find consuming alcohol before driving extremely dangerous outnumber those who find driving after using marijuana extremely dangerous by nearly two to one.



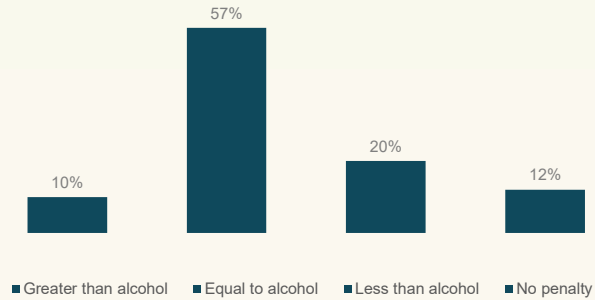
Q11. How dangerous do you believe it is to (INSERT ITEM)? Base: Total Respondents (n=783)

Safety and Legal Status



Almost one-third (32%) believe the legal penalty for driving under the influence of marijuana is less than if driving under the influence of alcohol, including 12% who believe there is no penalty.

Legal Penalty for Driving Under Influence of Marijuana Compared to Alcohol



Q20. Compared to alcohol, is the legal penalty for driving while under the influence of marijuana...? Base: Total Respondents (n=783)

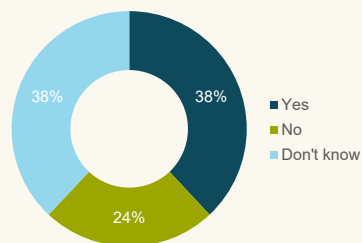
While most Virginians feel that a police officer would try to determine if a person is drunk or high when pulled over, opinions are mixed about whether a police officer can tell if a person has used marijuana if they don't smell it in the car.

Belief That if Pulled Over a Police Officer Would Try to Determine if Under the Influence

If a police officer pulled someone over, they would actively try to determine if that person was under the influence of **alcohol**. 94%

If a police officer pulled someone over, they would actively try to determine if that person was under the influence of **marijuana**. 76%

Believe a Police Officer Can Tell if Someone is Under the Influence of Marijuana Even if they Don't Smell It



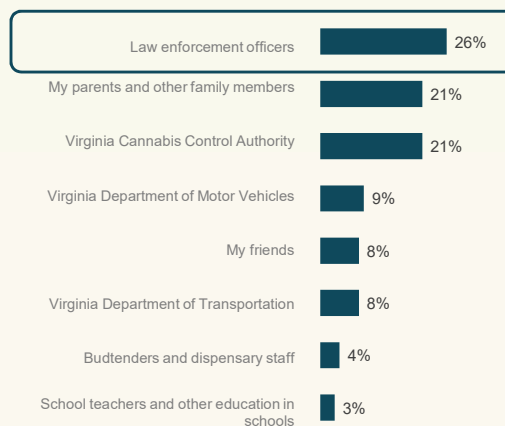
Q21. If a police officer pulled someone over, do you believe the police officer would actively try to determine if that person was under the influence of (INSERT ITEM), or not? Base: Total Respondents (n=783)

Q22. Assuming that the person and their vehicle do not smell like marijuana, do you believe a police officer can still tell if someone is under the influence of marijuana upon pulling them over, or not? Base: Total Respondents (n=783)

Evaluation of Policy Statements



When asked to choose the one most trustworthy source of information, more than one-quarter of Virginians chose law enforcement officers.



Q29. Now, thinking about each of those potential sources of information, who do you believe is the most trustworthy source? Base: Total Respondents (n=783)

“Upon arrest for driving under the influence of marijuana you could lose your driver’s license” has the highest net impact score.

How Various Statements May Persuade Someone Not to Drive after Marijuana Use

Attitudes Towards Policies	Net Impact Score
Upon arrest for driving under the influence of marijuana you could lose your driver's license.	81%
It could cost a person up to \$10,000 in fines, court costs, and legal fees if convicted of operating a motor vehicle under the influence of marijuana.	79%
A person driving under the influence of marijuana could get into a crash that could permanently maim or disfigure themselves/someone else. These injuries could lead to lifelong disability.	69%
Upon arrest for driving under the influence of marijuana you will be arrested and processed into jail.	69%
The penalties for operating a vehicle under the influence of marijuana are the same as operating a vehicle under the influence of alcohol.	67%
Some employers can choose to not hire those who have been convicted of driving under the influence of marijuana. Some employers will even fire current employees who have been convicted and currently work for them.	67%
If a person gets behind the wheel while under the influence of marijuana, they could get in a crash and kill themselves/someone else.	64%
Police departments across the state are conducting sobriety checkpoints to randomly pull over individuals and test if they are under the influence of marijuana.	64%
Police departments are investing in new equipment and training officers to detect people driving under the influence of marijuana.	64%
Police departments across the state are having extra police officers on patrol during the times drivers under the influence are most likely to be on the roads.	61%

Q24. Please indicate if each of the following is very persuasive, somewhat persuasive, not very persuasive, or not at all persuasive in terms of getting you to NOT drive after you have used marijuana. Base: Total Respondents (n=783)

“The penalties for operating a vehicle under the influence of marijuana are the same as operating a vehicle under the influence of alcohol” is most likely to persuade respondents that driving after using marijuana might be more dangerous.

How Various Statements May Persuade Someone that Driving after Marijuana Use Is Dangerous

	Persuasion Score
The penalties for operating a vehicle under the influence of marijuana are the same as operating a vehicle under the influence of alcohol.	10.7
Upon arrest for driving under the influence of marijuana you could lose your driver's license.	10.2
A person driving under the influence of marijuana could get into a crash that could permanently maim or disfigure themselves/someone else. These injuries could lead to lifelong disability.	10.1
If a person gets behind the wheel while under the influence of marijuana, they could get in a crash and kill themselves/someone else.	9.1
Some employers can choose to not hire those who have been convicted of driving under the influence of marijuana. Some employers will even fire current employees who have been convicted and currently work for them.	8.6
It could cost a person up to \$10,000 in fines, court costs, and legal fees if convicted of operating a motor vehicle under the influence of marijuana.	7.7
Police departments across the state are having extra police officers on patrol during the times drivers under the influence are most likely to be on the roads.	7.4
Police departments across the state are conducting sobriety checkpoints to randomly pull over individuals and test if they are under the influence of marijuana.	6.6
Upon arrest for driving under the influence of marijuana you will be arrested and processed into jail.	6.1
Police departments are investing in new equipment and training officers to detect people driving under the influence of marijuana.	6.0

Q24. Please indicate if each of the following is very persuasive, somewhat persuasive, not very persuasive, or not at all persuasive in terms of getting you to NOT drive after you have used marijuana. Base: Total Respondents (n=783)
Q11a/Q25. How dangerous do you believe it is to drive after using marijuana? Base: Total Respondents (n=783)

Having police departments invest in new equipment and training is most persuasive in changing people's likelihood to have a plan for a sober ride.

How Various Statements May Persuade Someone to Have a Plan for a Sober Ride

	Persuasion Score
Police departments are investing in new equipment and training officers to detect people driving under the influence of marijuana.	5.5
A person driving under the influence of marijuana could get into a crash that could permanently maim or disfigure themselves/someone else. These injuries could lead to lifelong disability.	3.3
It could cost a person up to \$10,000 in fines, court costs, and legal fees if convicted of operating a motor vehicle under the influence of marijuana.	2.6
Some employers can choose to not hire those who have been convicted of driving under the influence of marijuana. Some employers will even fire current employees who have been convicted and currently work for them.	2.0
If a person gets behind the wheel while under the influence of marijuana, they could get in a crash and kill themselves/someone else.	1.7
Upon arrest for driving under the influence of marijuana you will be arrested and processed into jail.	1.2
Upon arrest for driving under the influence of marijuana you could lose your driver's license.	0.7
The penalties for operating a vehicle under the influence of marijuana are the same as operating a vehicle under the influence of alcohol.	0.7
Police departments across the state are conducting sobriety checkpoints to randomly pull over individuals and test if they are under the influence of marijuana.	0.5
Police departments across the state are having extra police officers on patrol during the times drivers under the influence are most likely to be on the roads.	0.3

Q24. Please indicate if each of the following is very persuasive, somewhat persuasive, not very persuasive, or not at all persuasive in terms of getting you to NOT drive after you have used marijuana. *Base: Total Respondents (n=783)*

Q16. Prior to using marijuana, how often do you have a plan for a sober ride to drive you? *Base: Marijuana Users (n=468)*

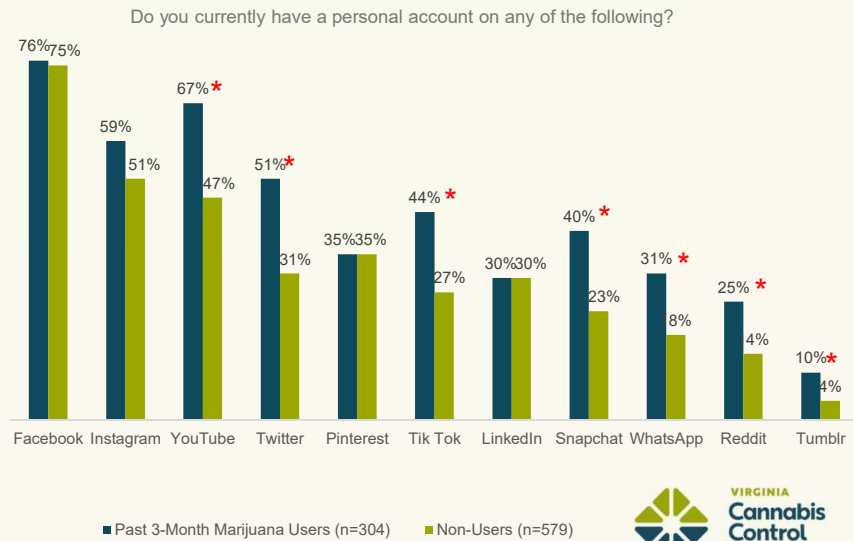
Q27. From today forward, prior to using marijuana, how often will you have a plan for a sober ride to drive you? *Base: Marijuana Users (n=468)*



Social Media Usage



Past 3-month marijuana users are more likely than non-users to have personal accounts on several media channels, including YouTube, Twitter, Tik Tok, and Snapchat. Facebook is still the top platform, regardless of marijuana usage.



X1. Do you currently have a personal account on any of the following? Base: Total Respondents (n=783)

*indicates statistically significant difference

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